

## REMARKS

Claims 1-21 are currently pending. Claims 1, 11, 16 and 18 have been amended herein. No new matter has been added by these amendments. Reconsideration and allowance of these Claims are respectfully requested.

### 103 Rejection

Claims 1-21 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Hagmann et al. (U.S. Patent No. 6,338,055) in view of Anwar (U.S. Patent No. 6,490,577). Applicants have reviewed the recited references and respectfully submit that the present invention as is recited in Claims 1-21 is neither shown nor suggested by Hagmann et al. (U.S. Patent No. 6,338,055) in view of Anwar (U.S. Patent No. 6,490,577).

The Examiner is respectfully directed to independent Claim 1 which recites that an embodiment of the present invention is directed to:

a) receiving a plurality of search queries from users, each of said plurality of search queries including search criteria and including a user address; b) normalizing said search criteria so as to obtain normalized search criteria; c) transmitting said normalized search criteria to a search engine; d) receiving a response from said search engine that includes search results; e) generating a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user; and f) transmitting said responses to each of said users.

Independent Claims 11, 16, and 18 recite limitations similar to those of Claim 1. Claims 3-10 depend from independent Claim 1. Claims 13-15 depend from independent Claim 11, and Claims 20 and 21 depend from independent Claim 18.

Hagmann et al. does not anticipate or render obvious a method for transaction processing of a search transaction including “receiving a response from said search engine that includes search results; e) generating a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user...” as is recited in Applicants Claim 1. In contrast, Hagmann et al. discloses a real time query optimization process. Hagmann et al. teaches that the therein disclosed decision support system builds data structures that are used to used to optimize elements of a systems query processing activities (column 6, lines 45-65). As such, Hagmann et al. is concerned with optimizing the structure of a query support system (column 3, lines 7-12). Nowhere does Hagmann et al. disclose or suggest the specifically defined interactions of a system in communication with a search engine as is set forth in independent Claims 1, 11, 16 and 18. Consequently, the Hagmann et al. reference simply does not teach what the Examiner relies upon it as teaching. Thus, the Applicant respectfully submits that Hagmann et al. does not anticipate or render obvious the claimed invention as is set forth in amended Claims 1, 11, 16 and 18.

Anwar does not overcome the shortcomings of Hagmann et al. Anwar does not anticipate nor render obvious a method for transaction processing of a search transaction including “receiving a response from said search engine that includes search results; e) generating a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user...”. By contrast, Anwar discloses a search engine with user activity memory. Anwar teaches that the therein disclosed search engine utilizes both record based data and user activity data to develop, update and refine ranking protocol and to identify words and phrases that give rise to search

ambiguity so that the search engine can interact with the user to better respond to user queries and enhance data acquisitions from databases, intranets, and internets. As such, Anwar is concerned with internal processes of a search engine that enhance it's user and data acquisition interactions. Nowhere does Anwar disclose or suggest the specifically defined operations of a system in communication with a search engine as is set forth in independent Claims 1, 11, 16 and 18. Consequently, the Anwar reference simply does not teach what the Examiner relies upon it as teaching. Thus, the Applicant respectfully submits that Anwar and Hagmann et al. either alone or in combination does not anticipate or render obvious the claimed invention as is set forth in amended Claims 1, 11, 16 and 18.

Therefore, Applicants respectfully submit that Hagmann et al. and Anwar, either alone or in combination do not anticipate nor suggest the present Claimed invention as is recited in independent Claims 1, 11, 16 and 18 and as such Claims 1, 11, 16 and 18 traverse the Examiners basis for rejection under 35 U.S.C. 103(a). Accordingly, Applicants submit that Claims 1, 11, 16 and 18 are in condition for allowance. In addition, Hagmann et al. and Anwar do not anticipate or suggest the present invention as is recited in Claims 3-10, 13-15, and 20-21 which depend from independent Claims 1, 11 and 18 respectively, and that Claims 3-10, 13-15, and 20-21 are also in condition for allowance as being dependent on an allowable base claim.

Conclusion

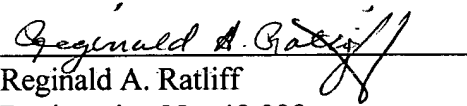
In light of the above-listed amendments and remarks, Applicants respectfully request allowance of the remaining Claims.

The Examiner is urged to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,

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## CLAIMS

### VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A method for transaction processing of a search transaction comprising the steps of:

- a) receiving a plurality of search queries from users, each of said plurality of search queries including search criteria and including a user address;
- b) normalizing said search criteria so as to obtain normalized search criteria; [and]
- c) transmitting said normalized search criteria to a search engine;
- d) receiving a response from said search engine that includes search results;
- e) generating a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user; and
- f) transmitting said responses to each of said users.

11. (Amended) In a computer system including a processor coupled to a bus, and a memory unit coupled to the bus for storing information, a computer-implemented method for communicating with a user comprising the steps of:

- a) receiving a plurality of search queries from users, each of said plurality of search queries including search criteria and including a user address;
- b) normalizing said search criteria so as to obtain normalized search criteria; [and]

c) transmitting said normalized search criteria to a search engine;

d) receiving a response from said search engine that includes search

results;

e) generating a response to each of said search queries from users, each

response including search results corresponding to the search criteria

submitted by that particular user; and

f) transmitting said responses to each of said users.

16. (Amended) A system for transaction processing of a search transaction

comprising:

a) a first computing system including a search engine program operable to search a database;

b) a second computing system including at least one computing device that is coupled to the Internet, said second computing system coupled to said first computing system; and

c) a software program operable on said first computing device for receiving a plurality of search queries from users, each of said plurality of search queries including search criteria and including a user address, said software program operable to normalize said search criteria so as to obtain normalized search criteria and operable to transmit said normalized search criteria to said first computing system, wherein the software program is operable to receive a response from said first computing device that includes search results, and is operable to generate a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user, and is operable to transmit said responses to each of said users.

18. (Amended) In a computer system having a processor coupled to a bus, a computer readable medium coupled to said bus and having stored therein a computer program that when executed by said processor causes said computer system to implement a method for transaction processing of a search transaction, said method comprising the steps of:

a) receiving a plurality of search queries from users, each of said plurality of search queries including search criteria and including a user address;

b) normalizing said search criteria so as to obtain normalized search criteria; [and]

c) transmitting said normalized search criteria to a search engine;

d) receiving a response from said search engine that includes search results;

e) generating a response to each of said search queries from users, each response including search results corresponding to the search criteria submitted by that particular user; and

f) transmitting said responses to each of said users.